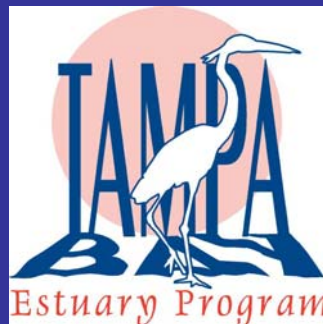


# Finding Your Niche: Successful Outreach In A Belt-Tightening Era

Nanette Holland  
Public Outreach Coordinator  
Tampa Bay Estuary Program



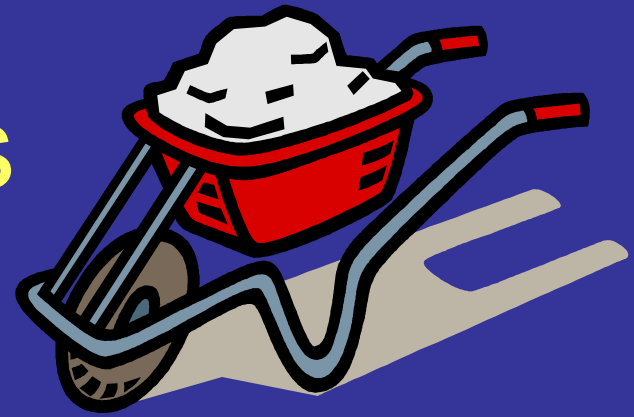
# Developing A Strategy

- Align with mission
- Examine past successes and failures
- Build your pillars
- Assess resources/sustainability
- Consider distribution options
- Branding

# Pillars: TBEP Outreach Strategy

- Fill gaps and avoid duplication
- Maximize partnerships
- Emphasize “Bang for the Buck” Products
- Adapt great ideas from others!

# Filling Gaps



- Invasive Species
- Boater/Angler Education
- Pet Waste Education
- Air Pollution and Water Quality
- Science Education for Adults

# Maximizing Partnerships



- Florida Sea Grant, Extension Service, The Florida Aquarium, West Marine, Coast Guard Auxiliary, Power Companies, Mustad, Environmental Groups, State and Local Agencies, Starbucks

*If you don't ask, the answer is always no!*

# Bang for the Buck

- Reaching maximum audience for least amount of money and effort
- Tailoring Programs to Audiences
- Finding new uses for old materials (repackaging)
- Developing a Distribution Plan
- Evaluating your success



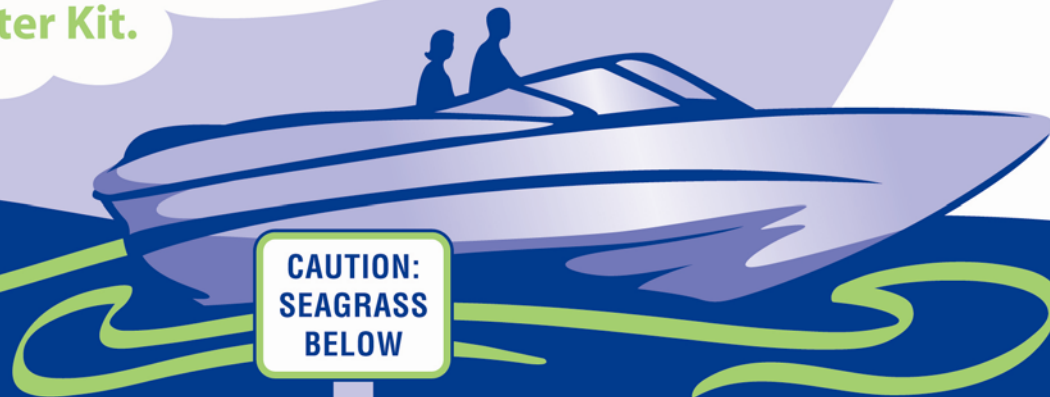
# Repackaging:

*The same old wine in a brand new bottle is not necessarily a bad thing!*

## Be A Bay-Friendly Boater!

Help protect Tampa Bay while enjoying it, with your

**FREE Safe Boater Kit.**



Your free kit includes:  
the Boater's and Angler's Guide to Tampa Bay,  
a "Rules of the Road" boat decal,  
a discount coupon from West Marine, and much more!

Sponsored by the Tampa Bay Estuary Program's Manatee Awareness Coalition

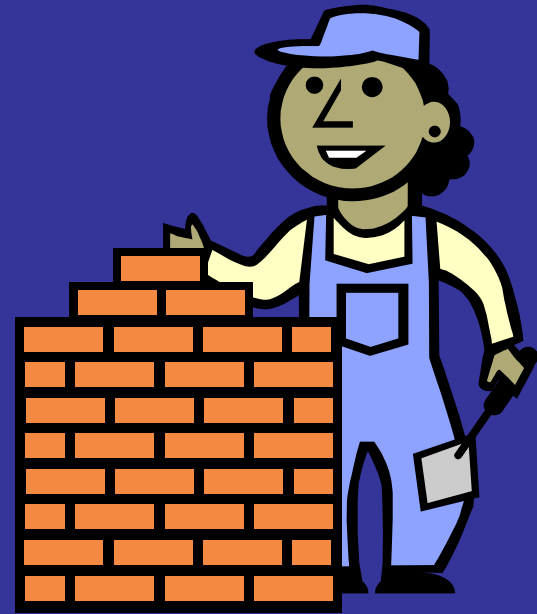
To request your kit  
call: (727) 893-2765

or e-mail: [saveit@tbep.org](mailto:saveit@tbep.org)



# Build on Existing Programs

- Add new components
- Add new audiences
- Bring in new partners
- Redesign materials





# Example: Eyes on the Bay

- Eyes On The Bay is a comprehensive campaign to educate citizens about the harmful impacts of invasive plants and animals, and enlist their help in preventing future introductions.
- It meets all three components of the Public Outreach Strategy: maximizing partnerships, addressing a priority need not being adequately addressed by others, and maximizing cost-effectiveness by creating an entire suite of products aimed at different audiences and interests.



# Eyes On the Bay: Products/Programs

- Divers' Alert Card
- Boaters' Alert Card (new!)
- Homeowners Seminar
- Field Guide to Invasive Plants
- Florida Aquarium Exhibit
- "Intruders in Paradise"  
Teacher's Guide (new!)
- "Wicked Weeds" DVD
- "Give A Day For The Bay"  
volunteer workdays
- Video Lending Library
- Website Section





# Monitoring Success

- Pre- and Post-surveys
- Web Counters, Polls, Surveys
- Requests for Information/  
Publications/Programs
- Direct measurement (i.e.  
Environmental Indicators)

*Note: Baseline data and control groups  
needed for accurate results*

# Community-Based Social Marketing: A New Approach to Education

- Emphasizes behavior change
- Draws on research in social psychology
- Best at community or individual level
- Use of “Jacobs” or connectors
- Evaluation critical



# Steps



- Identify barriers and benefits (don't assume)
- Determine behavior to target
- Develop strategy
- Implement
- Evaluate

# Food for Thought

“Fostering Sustainable Behavior” by  
Doug McKenzie-Mohr & William Smith

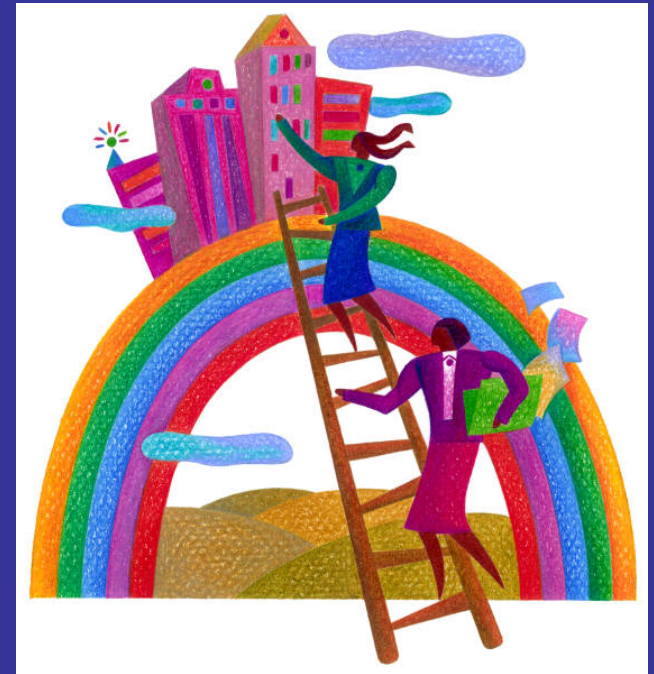
[www.cbsm.com](http://www.cbsm.com)

“The Tipping Point” by Malcolm Gladwell

[www.gladwell.com](http://www.gladwell.com)

# Bringing it Home

- Person to Person works best
- Word of mouth pretty good too
- Call/Commitment to action
- Tools are often more effective than information alone
- Don't be afraid to borrow from others



# *Be creative...*

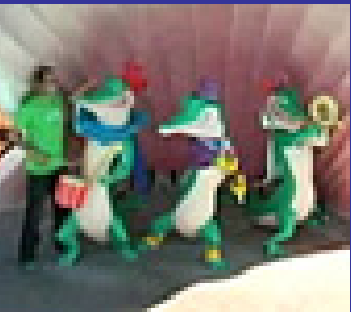
- *e-newsletters*
- *Podcasts*
- *DVDs*
- *Art Galleries, Museums, Libraries*
- *The sky's the limit!*





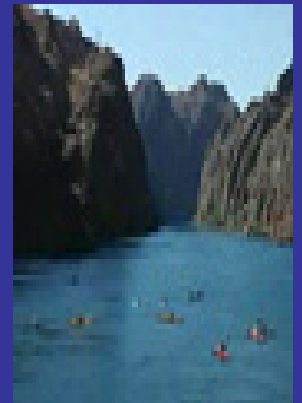
# Have a green summer

<http://services.google.com/earth/green/>



Earth Day Network and Google Maps have teamed up to help make your summer vacation a green one.

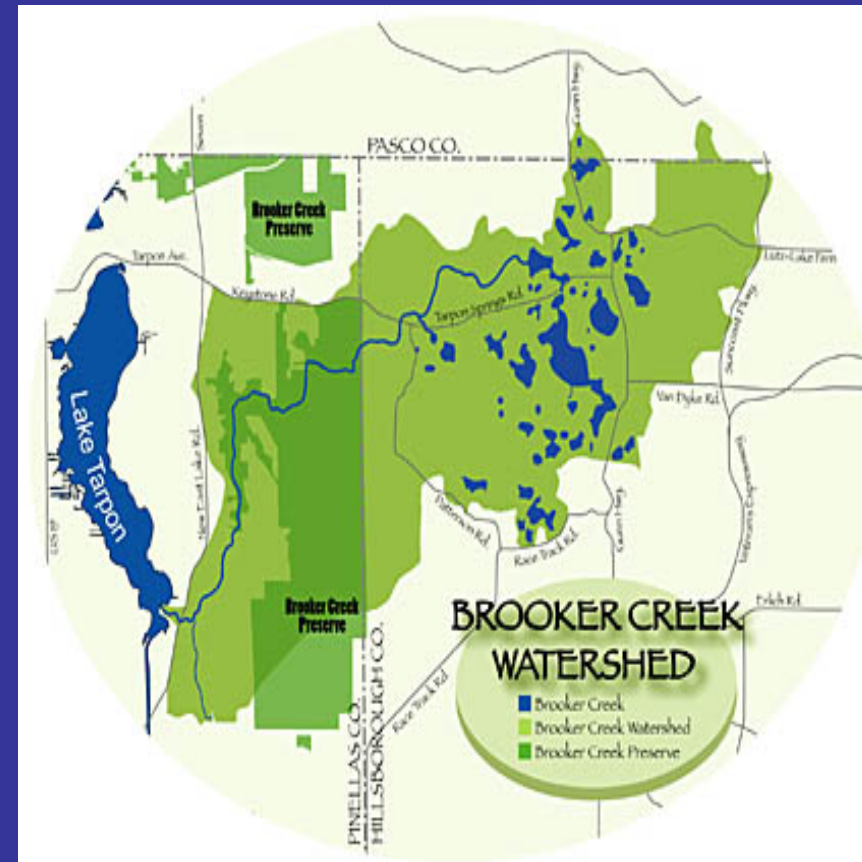
Our map and video tours of five top U.S. vacation spots (on the left) will introduce you to a bounty of environmentally friendly activities, attractions and amenities. You can also use Google Maps to find green options for wherever you wish to roam.



*Brooker Creek*  
**My watershed. My choice.**  
**Our future.**

[www.watarmatters.org](http://www.watarmatters.org)

- Watershed Basics
- How You Can Help
- Students' Corner
- Watershed Quiz
- Pledge

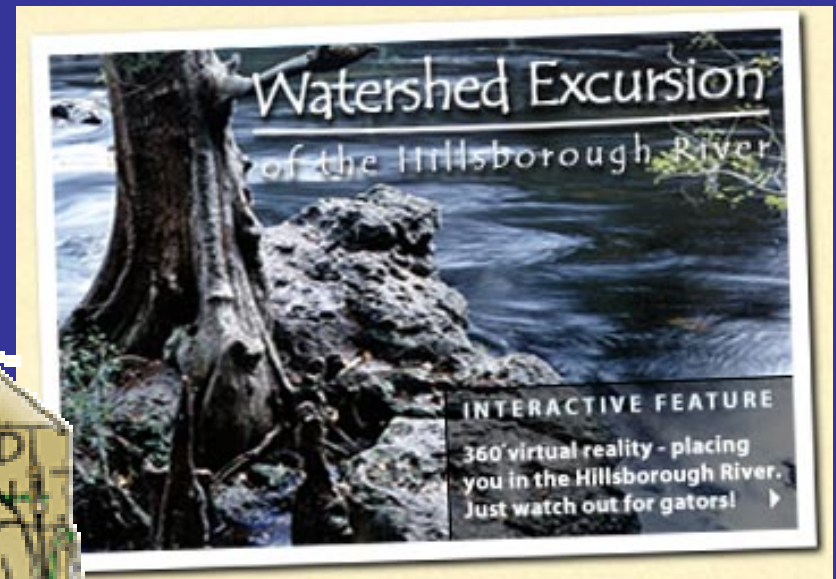


# *Hillsborough River Watershed*

Virtual reality Slide Show

NIE Tabloid

Teacher's Guide



**Don't Feed Wild Dolphins...**



**It's Illegal & It Kills.**

**REPORT  
FEEDING**

**1-800-853-1964**



LAMAD



# Dogs can't flush

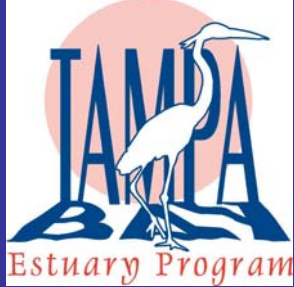


More than 20 tons of dog waste is dropped in Snohomish County backyards every day.

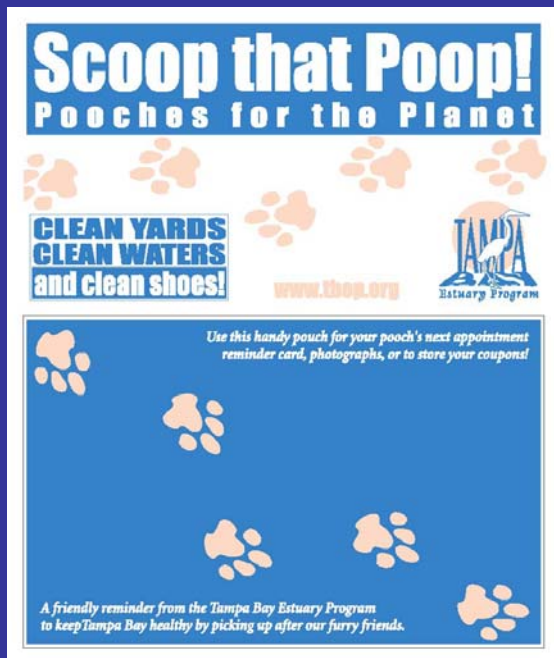
**Scoop the poop, bag it,  
and place it in the trash.**

Clean yards. Clean streams. (And clean paws!)

**101 REASONS TO PICK UP PET WASTE:  
NUMBER 11**



# Pooches For The Planet: Scoop that Poop!





# Manatee Awareness

## Manatee Watch Program

*Objective: Boaters Go Slow Voluntarily  
in Manatee Areas*

- 12 Major Partners
- Combined Research and Education
- 100 Trained Volunteers
- Direct Observations and Phone Surveys
- 3-year duration
- Results Helped Direct Management Efforts





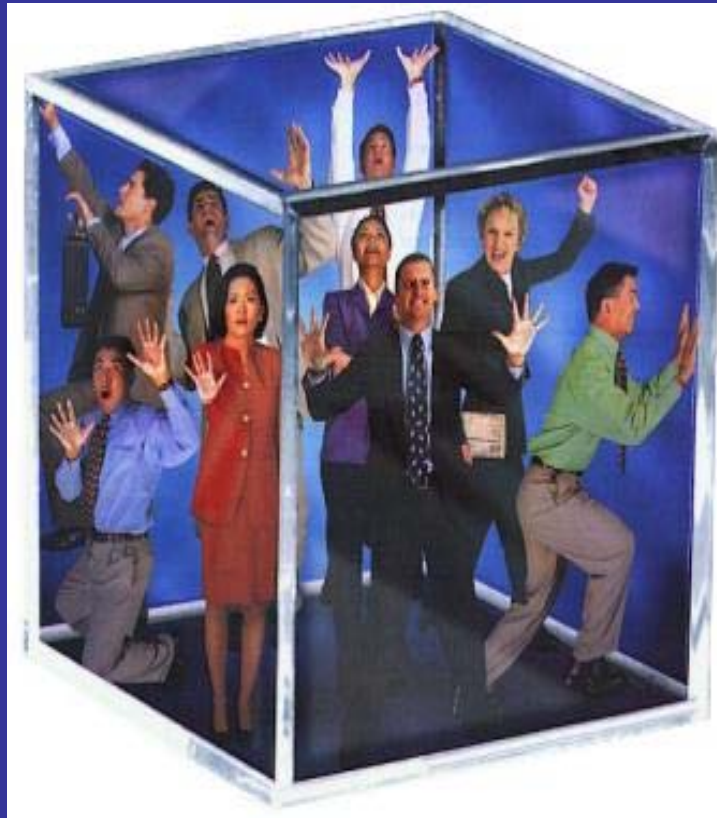
# Offshoot Programs

- Manatee-Friendly Neighborhoods
- Bay-Friendly Boaters
- “Minute for Manatees”
- GPS Chart Plotter Pilot Project (new)





# Think OUTSIDE The Box



*And...*



Dream Big!

# Questions?



*Photo by Nicholas Muskovac*